

**DEVELOPMENT OF FLIPBOOK BASED ON TEXT BASED LANGUAGE
TEACHING FOR ENGLISH FOR GUEST RELATION OFFICER TO
ENHANCE STUDENT’S MULTIMODAL LITERACY**

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ABSTRACT

This research aims to develop a flipbook for English students of D4 Business and Professional Communication study program at Universitas Pendidikan Ganesha. This research uses the Design and Development model by Richey and Klein (2014) as the basis for its methodology with ADDE steps namely analysis, design, development and evaluation. The data were obtained from interview guides, questionnaires and document analysis. This research involved twelve active participations of fourth semester of English for Business and Professional Communication study program for the 2023/2024 academic year in Ganesha University of Education; one lecturer of English for Guest Relation Officers; and one practitioner who have been working in the front office department at a five-star hotel in Bali. Data were analyzed qualitatively descriptively. In analyzing the data, the researcher used three concurrent flows of action proposed by Miles & Huberman (1994), namely data reduction, data display, and conclusion or verification. The results show that a) The learning materials should contain; authentic material, english language skills (speaking, reading, listening, and writing), language expression, and activities that could improve students’ multimodal literacy, grammar, and vocabulary. b) The quality of the flipbook was assessed through a content validity test from ESP learning material and learning media experts. The validity test results show that the flipbook was in accordance with the characteristics of ESP learning and was a good learning medium.

Keywords: *ESP, Flipbook, Guest Relation Officer*

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ABSTRAK

Penelitian ini bertujuan untuk mengembangkan flipbook untuk mahasiswa program studi D4 Bahasa Inggris untuk Komunikasi Bisnis dan Profesional. Penelitian ini menggunakan model Design and Development oleh Richey dan Klein (2014) sebagai landasan metodologinya dengan langkah-langkah ADDE. Model Perancangan dan Pengembangan memiliki empat tahap yaitu analisis, desain, pengembangan, dan evaluasi. Data yang diperoleh dari penelitian ini menggunakan instrumen berupa pedoman wawancara, angket dan analisis dokumen. Penelitian ini melibatkan dua belas orang peserta aktif semester empat program studi Bahasa Inggris untuk Bisnis Komunikasi dan Profesional tahun ajaran 2023/2024 di Universitas Pendidikan Ganesha; seorang dosen Bahasa Inggris untuk Guest Relation Officer; dan satu praktisi yang bekerja di departemen kantor depan di sebuah hotel bintang lima di Bali. Data dianalisis secara kualitatif secara deskriptif. Dalam menganalisis data, peneliti menggunakan tiga alur tindakan bersamaan yang dikemukakan oleh Miles & Huberman (1994), yaitu reduksi data, penyajian data, dan penarikan kesimpulan atau verifikasi. Hasil penelitian menunjukkan bahwa a) materi pembelajaran terdiri dari materi yang authentic, skill berbahasa (speaking, reading, listening, dan writing), ekspresi berbahasa, dan aktivitas yang bisa meningkatkan literasi multimodal siswa, tata Bahasa, dan kosa kata. b) Kualitas flipbook dinilai melalui uji validitas isi dari ahli materi pembelajaran ESP dan ahli media pembelajaran. Hasil uji validitas menunjukkan bahwa flipbook sesuai dengan karakteristik pembelajaran ESP dan merupakan media pembelajaran yang baik.

Kata Kunci : *ESP, Flipbook, Guest Relation Officer*